



WXYZ

ORDER

Print Date 08/27/12

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Flight Dates **08/15/12-08/20/12**

Contract / Revision **307923 /**

Original Date / Revision
08/14/12 08/15/12

Advertiser **The People Should Decide C**

Agency **Smart Media Group**

Buying Contact

**814 King Street - Suite 400
Alexandria, VA 22314-3039**

Product

The People Should Decide - DIBC2

Agency Com 15%

Billing Contact

**814 King Street - Suite 400
Alexandria, VA 22314-3039**

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # **813820**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL ISS Ballot

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive
Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WADL	%	
WDIV	%	
WDWB	%	
WJBK	%	
WKBD	%	
WLPC	%	
WPXD	%	
WTVS	%	
WWJ	%	

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
August 2012	36	\$10,138.38	\$11,927.50	0.00
Totals	36	\$10,138.38	\$11,927.50	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
07/30/12	08/20/12	36	\$10,138.38	\$11,927.50

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	WXYZ	08/15/12	08/20/12	12p Noon News 12p News	CM	12-1p	2- 222- -	:15	8	\$260.00	P-4	0.00 NM	8	\$2,080.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		08/15/12	08/21/12	2- 222- -			8		\$260.00		0.00			
N 2	WXYZ	08/15/12	08/20/12	GMA M-F 7-9am M-F 7-9am	CM	7-9am M-F	2- 222- -	:15	8	\$422.50	P-4	0.00 NM	8	\$3,380.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		08/15/12	08/21/12	2- 222- -			8		\$422.50		0.00			
N 3	WXYZ	08/15/12	08/20/12	7p News M-F 7-730p	CM	7-730pm M-F	1- 111- -	:15	4	\$487.50	P-4	0.00 NM	4	\$1,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 3	WXYZ	08/15/12	08/20/12	7p News M-F 7-730p	CM	7-730pm M-F	1-111--	:15	4	\$487.50	P-4	0.00	NM	4	\$1,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/15/12	08/21/12	1-111--					4	\$487.50		0.00			
N 4	WXYZ	08/18/12	08/18/12	GMA SAT 7-8am GMA SAT 7-8am	CM	SAT 7-8am	-----S-	:15	2	\$195.00	P-4	0.00	NM	2	\$390.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/15/12	08/21/12	-----S-					2	\$195.00		0.00			
N 5	WXYZ	08/18/12	08/18/12	Action News SAT 8am Action News SAT 8am	CM	SAT 8-9am	-----S-	:15	2	\$162.50	P-4	0.00	NM	2	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/15/12	08/21/12	-----S-					2	\$162.50		0.00			
N 6	WXYZ	08/19/12	08/19/12	GMA SUN 7-8am GMA SUN 7-8am	CM	SUN 7-8am	-----S	:15	2	\$195.00	P-4	0.00	NM	2	\$390.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/15/12	08/21/12	-----S					2	\$195.00		0.00			
N 7	WXYZ	08/19/12	08/19/12	Action News SUN 8am Action News SUN 8am	CM	Sun 8-930am	-----S	:15	3	\$162.50	P-4	0.00	NM	3	\$487.50
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/15/12	08/21/12	-----S					3	\$162.50		0.00			
N 8	WXYZ	08/15/12	08/20/12	6p News 6-630pm M-F	CM	6-630pm M-F	1-111--	:15	4	\$487.50	P-4	0.00	NM	4	\$1,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/15/12	08/21/12	1-111--					4	\$487.50		0.00			
N 9	WXYZ	08/18/12	08/18/12	Early News Sa Sa 6-630p	CM	6-630pm Sat	-----S-	:15	2	\$325.00	P-4	0.00	NM	2	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/15/12	08/21/12	-----S-					2	\$325.00		0.00			
N 10	WXYZ	08/19/12	08/19/12	Sports Update 1130-12n SU 1130p-12a	CM	1130pm-12am	-----S	:15	1	\$325.00	P-4	0.00	NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/15/12	08/21/12	-----S					1	\$325.00		0.00			
Totals														36	\$11,927.50